

**Helena Rubinstein mascara tool
Manufacturing guidelines**

Paris, p10/04/2014

SLEEVE

Two-flap foldout, 1 cm spine

Finished size: 25 x 17 cm

Size when open: 51 x 17 cm

Stock: Natural Evolution, 120g

Front printing: CMYK + acrylic satin varnish

Finishes: Hot foil (page 1) + glossy spot UV varnish (page 4)

Finishing: 8 cut-out slots + lamination on 1.8mm grey cardboard, front & back,
+ application of transparent backing strip

MINI-BOOKLETS

Set of eight 5-page booklets + reinforced spine

Finished size: 4 x 12 cm

Stock: Natural Evolution 320g

Printing: CMYK duplex + acrylic satin varnish

Finishes: Hot foil duplex on all pages

Finishing: Gold Wire-O binding, top side (diameter: 8 mm)

Sets of 8 booklets inserted into the 4-page sleeves.

Film-wrapped individually.

Quantity: to be determined per country